



FOR IMMEDIATE RELEASE

Strike Group Announces Promotion of Paul Swanston to Chief Financial Officer

Calgary, AB – October 9, 2024 – Strike Group Limited Partnership (“Strike Group”) is pleased to announce the promotion of Paul Swanston to the role of Chief Financial Officer (CFO), effective October 1, 2024. This strategic appointment is part of Strike Group's ongoing succession planning efforts to foster leadership continuity and support the company's continued growth and success.

Paul brings nearly 25 years of diverse experience in accounting, finance, risk management, human resources, and IT, making him exceptionally well-suited to take on this leadership role. Since joining Strike Group, Paul has demonstrated a strong ability to lead finance teams, develop complex financial models, and provide strategic financial insights that support the company's vision of being a sustainable, professionally led, and profitable organization.

"We are excited to have Paul take on the role of CFO," said Stephen Smith, CEO of Strike Group. "His extensive experience, operational focus, and ability to drive financial excellence are invaluable assets as we continue to strengthen our position in the industry. Paul's leadership will be key to maintaining our financial discipline while supporting innovation and growth across the organization."

Paul holds a Bachelor of Commerce from the University of Calgary and is a Chartered Professional Accountant (CPA, CA) as well as a Chartered Financial Analyst (CFA) charterholder. He is also an active contributor to his community, currently serving on the boards of the South Calgary Primary Care Network and the Mako Water Polo Club.

As CFO, Paul will continue to provide oversight of Strike Group's financial strategy and operations, ensuring that the company remains on a path of sustainable growth and long-term success.

For more information, please contact: marketing@strikegroup.ca